PUGET SOUND ENERGY, INC.

"UPGRADE YOUR SELFLIE" PHOTO CONTEST
OFFICIAL RULES

Important: Please read these rules before entering this Promotion (the "Promotion"). By participating in the Promotion, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE ODDS OF WINNING. PROMOTION VOID WHERE PROHIBITED.

1. **ELIGIBILITY:** PROMOTION OPEN ONLY TO RESIDENTS OF WASHINGTON STATE WHO ARE 18 OR OLDER AND CUSTOMERS OF PUGET SOUND ENERGY, INC. ("SPONSOR"). IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO WIN A PRIZE, AND SPONSOR RESERVES THE RIGHT NOT TO AWARD PRIZES TO YOU. To be eligible to win a prize, entries must be completed and received by Sponsor in the format designated below. Directors, officers and employees of Sponsor and any of their respective parent companies, affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win any prizes. All applicable federal, state and local laws and regulations apply. Limit two (2) entries per person.

2. **DISCLAIMER:** Sponsor, all participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies (collectively, the "Released Parties") will not be responsible for: (a) any late, lost, misrouted, postage-due, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Promotion disruptions, injuries, losses or damages caused by events beyond the control of Sponsor or by non-authorized human intervention including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures; or (d) any printing or typographical errors in any materials associated with the Promotion. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the sweepstakes. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries.

3. **PROMOTION TERM:** The Promotion starts at 12:01 AM (all times Pacific Time) on July 13, 2015 and ends at 11:59 PM on July 31, 2015 (the "Promotion Term"). All entries must be received during this period to be eligible to win the Prizes.

4. **PRIZES:** Participants will use their best efforts to represent energy efficiency and the theme of "Upgrades."

- **FOURTH PLACE WINNER: $50 Visa gift card**
- **THIRD PLACE WINNER: $100 Visa gift card**
- **SECOND PLACE WINNER: $250 Visa gift card**
- **FIRST GRAND PRIZE WINNER: Whirlpool washer and dryer**

5. **ODDS; TAXES; ETC.:** Odds of winning a prize depend on the number and quality of eligible entries received. **ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER.** Federal, state and local taxes, if any, are the sole responsibilities of the winner, who will receive an IRS Form 1099 reflecting the final actual value of any prize valued at $600 or more. All prizes will be awarded unless contestants drop out during the promotion. In this case, any unused prizes will remain the property of the Sponsor. Prizes returned as undeliverable or otherwise not claimed within seven (7) days after delivery or notification will

be forfeited. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any prize. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND FROM SPONSOR, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Sponsor is not responsible for cancellation or preemption of the prizes or for other circumstances that make it impractical or impossible to fulfill such an element of the prize.

6. **IDENTITY OF ENTRANT:** In the event of a dispute about the identity of the entrant, entries made online will be declared made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

7. **HOW TO ENTER:**

(a) Facebook Entry Method: To enter through Facebook, take the following steps between July 13, 2015 and July 31, 2015. Entries received after July 31, 2015 are not valid and will not be eligible for entry.

- Take an original selfie, photo of yourself, with your refrigerator, washing machine or dryer. Your photo can include other props as long as it complies with these Official Rules.
- Next, visit Facebook.com/PugetSoundEnergy, and complete the entry form for the Promotion and follow the directions to submit your Content, and by submitting your Content, you agree that you satisfy the terms of Eligibility of the Promotion and acknowledge that you have read and agree to all of the terms, conditions and rules set forth in the Official Rules, which will be presented for your acceptance during the entry process.

(b) Facebook/Twitter/Instagram Hashtag Entry Method: To enter through Facebook, Twitter or Instagram, take the following steps between July 13, 2015 and July 31, 2015. Entries received after July 31, 2015 are not valid and will not be eligible for entry.

- Take an original selfie, photo of yourself, with your refrigerator, washing machine or dryer. Your photo can include other props as long as it complies with these Official Rules.
- Next, post your photo to Facebook, Twitter or Instagram and include the hashtag: #UpgradePSElfie. By submitting your Content, you agree that you satisfy the terms of Eligibility of the Promotion and acknowledge that you have read and agree to all of the terms, conditions and rules set forth in the Official Rules, presented on pse.com/rules.

<u>For All Entry Methods</u>: All entries must be in English. All requested information must be provided for your entry to be valid. Entries become the exclusive property of Sponsor and will not be acknowledged or returned. All entrants and entries are subject to verification by Sponsor. Photos must meet Facebook requirements.

8. **PROMOTION RULES:**

By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor, which shall be final in all respects. Entries will be judged as follows:

- **SELECTION:** To determine winners, the following process will take place. (1) A panel of qualified Sponsor judges (together, the "Judges") will prescreen submitted entries based on the Judging Criteria (defined below). (2) Finalist works will be posted to PSE's Facebook page by July 31, 2015 and subject to public Facebook vote. During the public voting period, applicants and any other person may only vote once per day. reserves the right to disqualify votes based on suspicion of fraudulent voting practices and any applicant found to be voting

multiple times (through any means) will be disqualified. Contestants will be announced by Aug. 14, 2015.

Entries will be prescreened based on the following but not limited to Judging Criteria:

- Original and creative photo
- Use of refrigerator, washing machine or dryer

In the unlikely event of a tie, the winning entry/entries will be determined by the Judges pursuant to the highest score in the following category: original and creative photo. The Grand Prize winner will be notified by e-mail by August 14, 2015. To claim the prize, the winner should follow the instructions contained in his/her notification.

Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entries that are inappropriate for any reason, including, without limitation, Works that contain, depict, describe, mention, or refer to profane, sexually explicitly, hateful, defamatory, or discriminatory material or are otherwise not appropriate for, or consistent with, Sponsor's brand image. In the unlikely event that one or more of the Contestants are disqualified or unable to complete their Work, the Sponsor reserves the right, in its sole and absolute discretion, to fulfill the vacancy/vacancies with contestant(s) from the pool of the finalists.

9. **SPONSOR'S RIGHTS TO ENTRY MATERIALS:**

You hereby grant to Sponsor a perpetual, irrevocable, royalty-free, worldwide nonexclusive license to publish, reproduce, display, perform, distribute, adapt, edit, modify, translate, create derivative works based upon, and otherwise use and sublicense the Content, or any portion thereof, in connection with the Promotion and for other promotional purposes, in any manner, form, media or technology now known or later developed. You further grant Sponsor the right to use certain information about yourself in connection with your Content, including your name, hometown, image, and likeness on and in connection with the Content, Site, and Promotion. Sponsor will have no obligation to publish, use, or retain any Content you submit or to return any such Content or Promotion entry materials to you. You agree that it is your sole responsibility to obtain all permissions and releases necessary for the grant of the rights contained in this paragraph. You also agree, as a condition to being awarded any prize in the Promotion, to take, at Sponsor's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by Sponsor to effect, perfect, or confirm Sponsor's rights set forth above in this paragraph. You will not be entitled to compensation for any use by Sponsor, or by any members of the public or anyone else, of the Content.

10. **NO CONFIDENTIALITY:**

Entry materials submitted to Sponsor will not be treated as confidential, and you will not include or disclose any trade secrets or other confidential information, including without limitation confidential information of any third party, in any entry materials. You realize that Sponsor may have access to, or may independently create content and material similar or identical to, the Content you submit, and you agree that you will not be entitled to any compensation by reason of the use by Sponsor of such similar or identical material.

11. **NON-INFRINGING ENTRY MATERIALS:**

You hereby represent and warrant that (a) you are eligible to enter the Promotion; (b) the Work is original to you and that you are the owner of all right, title and interest in and to the Work and have the right to grant the rights granted herein or, alternatively, you have obtained all necessary rights and permissions to use and submit the Work in connection with the Promotion and to provide all the rights specified in these Official Rules and (c) the Work and the use thereof as contemplated herein does not and will not violate or infringe upon any law or regulation or the rights of any third party, including, without limitation, any copyright, trademark, patent, or any rights of publicity or privacy, or any other intellectual property or proprietary rights.

12. **GENERAL RELEASE:**

By entering the Promotion, you release Sponsor and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Promotion or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs,

injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

13. **SELECTION OF PRIZES:**

Actual model, color, accessories and features of the prizes awarded shall be selected by Sponsor in its sole discretion and may vary from photos used in online or offline advertising and promotional materials, including Sponsor's website.

14. **USE OF WINNER NAME, LIKENESS, ETC.:**

Except where prohibited by law, entry into the Promotion constitutes permission to use each winner's name, hometown, likeness, photograph, video and/or prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, each winner may be required to execute consent to the use of their name, hometown, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation.

15. **AFFIDAVIT & RELEASE:**

As a condition of being awarded any prize, potential winners may be required to execute and deliver to Sponsor a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, or tax-related documents required by Sponsor in its sole discretion.

16. **WINNER LIST; RULES REQUEST:**

For a copy of the winner list, send a stamped, self-addressed, business-size envelope after Aug. 14, 2015 and before Sept. 4, 2015 to Sponsor at the address listed below, Attn: "Upgrade your Selfie" Photo Contest Winner List. To obtain a copy of these rules, visit pse.com/rules or send a stamped, self-addressed business-size envelope to Sponsor at the address listed below, Attn: "Upgrade your Selfie" Photo Contest Rules Request. Return postage not required.

17. **INTELLECTUAL PROPERTY NOTICE:**

PSE and PUGET SOUND ENERGY are trademarks of Puget Sound Energy, Inc. The Promotion and all accompanying materials are copyright © 2015 by Sponsor. All rights reserved.

18. **MISCELLANEOUS:**

The Promotion and these Official Rules will be governed, construed and interpreted under the laws of the state of Washington. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Promotion or any entrant's participation in the Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Promotion, or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Promotion as planned. Entrants who violate these Official Rules, violate any law, rule or regulation in connection with participation in the Promotion, tamper with the operation of the Promotion or engage in any conduct that is detrimental or unfair to Sponsor, the Promotion or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Promotion. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Promotion. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. If you have any questions about these Official Rules or the Promotion, please e-mail them to PSETalk@pse.com or send written questions to the address listed below, Attn: "Upgrade your Selfie" Photo Contest Questions.

19. **SPONSOR:**

Puget Sound Energy, Inc., 355 110th Ave N.E., EST-11W P.O. Box 90868, Bellevue, WA 98009.